LEO BURNETT U.S.A.
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New Low Tar Entry Packs Taste Of Cigarettes Having 60% More Tar.

'Enriched Flavor' idea succeeds–increases taste of new 9 mg. tar MERIT without the usual increase in tar.

You can write today for a study conducted by the American Institute of Consumer Opinion for Philip Morris showing new MERIT delivers as much—*or more*—flavor than five current leading low tar cigarettes.

Brands having up to 60% more tar than MERIT!

The reason is 'Enriched Flavor.' An extraordinary taste find developed and perfected after years of research at our Richmond Research Center.

And it's only in MERIT. At 9 mg., lower in tar than 98% of all cigarettes sold today.

If you smoke—you'll be interested.

Taste-Tested By People Like You

9 mg. tar MERIT was taste-tested against five current leading low tar brands ranging from 11 mg. to 15 mg. tar.

Thousands of filter smokers were involved, smokers like yourself, tested at home.*

The results were conclusive.

Even if the cigarette tested had 60% more tar than MERIT, a significant majority of all smokers tested reported new 'Enriched Flavor' MERIT delivered more taste.

Repeat: delivered more taste.

In similar tests against 11 mg. to 15 mg. menthol brands, 9 mg. tar MERIT MENTHOL performed strongly too, delivering as much—*or more*—taste than the higher tar brands tested.

You've been smoking "low tar, good taste" claims long enough. Now smoke the cigarette.

MERIT. Unprecedented flavor at 9 mg. tar.

From Philip Morris.

*American Institute of Consumer Opinion. Study available from an original Philip Morris Inc. Richmond, VA 23261.

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MERIT and MERIT MENTHOL

9 mg. "tar" 0.7 mg. nicotine

9 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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